



**LONGMAN
AND
MARTINEZ
PURE
PAINTS**



A. E. MERRITT,
Marlboro, N. Y.

Longman & Martinez Paints

Their out-put during the past 27 years has been the largest, and the most satisfactory known to the trade, and has justified the painters assurance, that they are most

EXCELLENT, AND THE BEST.

Their extreme degree of durability is positive and remarkable.

Longman & Martinez Paints

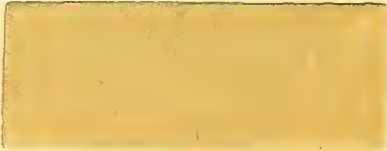
The Outside and Inside White (Gloss and Flat) are unquestionably the finest paint that can be made, for general use on exterior and interior work.

By adding the L. & M. White Enamel Varnish to our Inside White, a high-gloss surface, similar to an enamel coating will be produced.

The L. & M. Paints in addition to the colors shown on this card are made in Black No. 2. OUTSIDE WHITE (Gloss), INSIDE WHITE (Gloss and Flat), IVORY WHITE, exterior and interior, and special shades to order.

NOTE.—By insisting upon their use, and so specifying, when contracting for painting, substitution of inferior goods at a greater profit will be avoided



	73	TRIMMING COLORS. 28 21 18 29
LIGHT SAGE		
	38	10 52 12 21
VIRGINIA MODE.		
	70	O. W. 26 35 16
CREAM.		
	42	60 33 O. W. 52
LIGHT CREAM.		
	4	15 O. W. 52 5
STRAW.		
	15	32 O. W. 16 18
TUXEDO YELLOW.		
	35	O. W. 10 70 16
COLONIAL YELLOW.		
	7	9 78 21 41
ENGLISH SPRUCE.		

Longman & Martinez Paints

TO THE CONSUMERS
OF OUR
PURE PAINTS.

ANY BUILDING that is not satisfactorily painted with our Pure Paint or upon which its use has not cost less than if other paint had been used, will be repainted at our expense.

This GUARANTEE of satisfactory result assuring the highest degree of excellence in the finished work, and at less cost than if done with inferior paint, is an agreement which we authorize every dealer who has the sale of our paint to fulfill, and to use for such purpose the funds which he has belonging to our firm.

Longman & Martinez

NOTE:—The addition of one-half to one gallon of pure linseed oil to each gallon of the

LONGMAN & MARTINEZ PAINT makes a paint that will produce as good work as can be done with any of the best of other ready mixed paints, to which no oil has been added.

	40	TRIMMING COLORS. 33 16 4 15
LILY GREEN		
	37	10 18 76 31
SILVER SLATE.		
	83	78 16 29 76
LIGHT DRAB		
	41	14 15 6 53
ROSE ASH.		
	36	37 42 72 16
E'CRU.		
	68	83 78 29 16
FLAXEN YELLOW.		
	32	6 16 10 31
NEWPORT DRAB.		
	6	7 21 16 70
BUFF.		

To Estimate Covering Capacity.

The addition of 5-8 of a gallon to one gallon of pure raw linseed oil, to 1 gallon of the L. & M. Paint, makes 1 5-8 to 2 gallons of paint ready for use. When so mixed, and the paint being made ready for use, each gallon so made will cover over 275 to 325 and over, square feet of surface, two coats. The number of square feet is dependent upon the condition of the surface to be painted. To find the quantity of paint required for two coats, add the number of feet in width of front and rear, to the number of feet of length of building both sides, multiply by the average height, and divide by 300 as above indicated for ascertaining approximate number of gallons for the body coat, for trimming add about 1-6th of this quantity, and for porch ceilings and floors divide 300 into number of square feet of surface for quantity, the total of all will be the estimated gallons required. For the interior room painting allow about $\frac{1}{4}$ gallon for each average size room.

Longman & Martinez Paints

Pure raw linseed oil one-half gallon, when added to one-half gallon of the L. & M. Paint produces one gallon of paint that is warranted to cover as well, and as much surface as can be done with one gallon of any other brand of paint direct from the maker, and in original package; but to obtain the best results we advise its use as follows:

FOR TWO COAT WORK: Mix one-half gallon of oil to one gallon of paint.

FOR SECOND COAT: Mix three-quarters gallon of oil to one gallon of paint.

FOR THREE COAT WORK: First and third coat, mix one gallon of oil to one gallon of paint.

SECOND COAT, mix one-half gallon of oil to one gallon of paint.

The average cost of paint thus mixed is reduced to a minimum price per gallon, and by so mixing you are assured that nothing but the best of pure raw linseed oil is used, no water, benzine or cheap rosin oils as, are frequently used in the manufacture of ready mixed paints.

	10	TRIMMING COLORS. 16 O. W. 38 52
GRAY.		
	12	O. W. 52 14 76
SILVER GRAY.		
	69	O. W. 16 29 78
STEEL GRAY.		
	5	16 18 15 68
LIGHT OLIVE.		
	33	35 53 16 44
APPLE GREEN.		
	66	16 29 78 18
PEA GREEN		
	52	O. W. 23 78 31
LAVENDER.		
	14	16 76 15 28
FRENCH GRAY.		

Longman & Martinez Paints

Are made so that the addition of pure linseed oil will make them ready for use.

The Longman & Martinez Paints are the only pure prepared paints to which oil needs to be added, thereby enabling the consumer to add from 5-8 to one gallon of pure raw linseed oil to one gallon of paint, as it is taken from the original package

This is positively the only practical method of making prepared paint, preparing it to be made ready for use, because a paint should be mixed to a consistency to suit the condition of a surface to be painted: a priming coat of paint on an unpainted surface needs plenty of oil, a second coat of paint requires less oil, and an ample quantity of pigment.

For exterior painting, mix absolutely pure linseed oil with the paint.

For interior painting, when a partial flat surface is desired, mix a moderate quantity of turpentine only. If a gloss finish is required, add raw linseed oil with proper quantity of dryer.

To produce a paint possessing the same density of covering, and capable of spreading over 20% more surface than can be painted with a hand-made white lead paint (made with 25 lbs. of keg lead, $1\frac{1}{4}$ lbs. of fine color, and $1\frac{1}{4}$ gallons of linseed oil) mix one gallon of the L. & M. with one-half gallon of linseed oil.

	60	TRIMMING COLORS. 14 16 78 6
FAWN		
	53	6 16 18 9
SALMON.		
	30	15 5 52 10
QUAKER DRAB		
	16	18 29 76 16
GOLDEN OLIVE.		
	76	32 53 15 73
FREE STONE.		
	72	FOR TRIMMING AND BLINDS.
GRANITE.		
	21	FOR TRIMMING AND BLINDS.
TERRA COTTA.		
	9	16 29 78 21
BRILLIANT RED.		

Longman & Martinez Paints

PACKAGES—Put up in 50 and 40 gallon barrels, 20, 15, 10 and 5 gallon kegs, 1, $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{1}{8}$ gallon cans. They are sold by

U. S. GALLON MEASURE.

TO PAINT CONSUMERS.

Painters when making paint by mixing pure white lead with linseed oil, by hand-labor seldom use more oil than $1\frac{1}{4}$ gallons to each 25 lb. keg of white lead, and the quantity of fine colors required to be mixed therewith, to make a shade of color is about $1\frac{1}{4}$ lbs.

The time consumed in making a paint averages about one hour for each $1\frac{3}{4}$ gallons.

The cost is expensive.

The product of inferior durability.

Longman & Martinez Paints

are made by machinery.

The special machinery used to produce them insures an invariably uniform product.

They have been manufactured for the past 27 years.

Only the finest materials, and the purest linseed oil are used in their composition.

They are the highest grade.

None better can be made.

Every consumer of paints will appreciate their value.

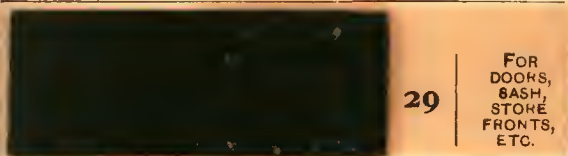
	11	TRIMMING COLORS. O. W. 12 10 76
LILAC.		
	31	FOR TRIMMING AND BLINDS.
BRIGHT BROWN.		
	26	FOR TRIMMING AND BLINDS.
GRAY STONE		
	78	FOR TRIMMING AND BLINDS.
NEWPORT TAN.		
	28	FOR TRIMMING AND BLINDS
LIGHT SLATE.		
	18	29 78 3 39
OLIVE.		
	3	FOR TRIMMING AND BLINDS.
POMPEIAN RED.		
	34	FOR TRIMMING AND BLINDS.
SEAL BROWN.		



17

NOT
DURABLE
UNDER
SEVERE
EXPOSURE.

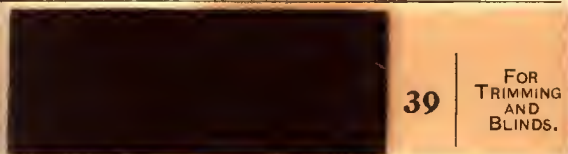
VERMILION.



29

FOR
DOORS,
SASH,
STORE
FRONTS,
ETC.

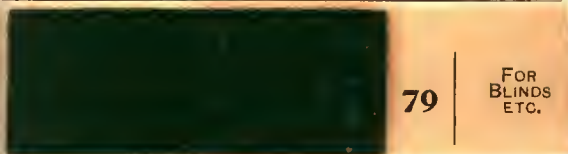
BRONZE GREEN.



39

FOR
TRIMMING
AND
BLINDS.

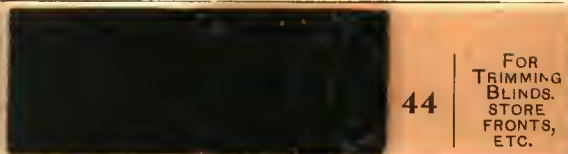
MAROON



79

FOR
BLINDS
ETC.

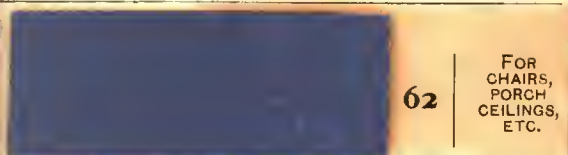
ORIENT GREEN.



44

FOR
TRIMMING
BLINDS.
STORE
FRONTS,
ETC.

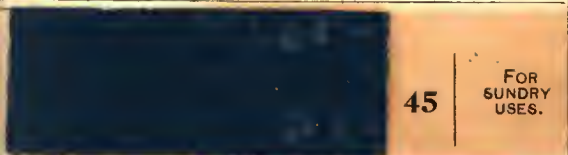
SHAKER GREEN.



62

FOR
CHAIRS,
PORCH
CEILINGS,
ETC.

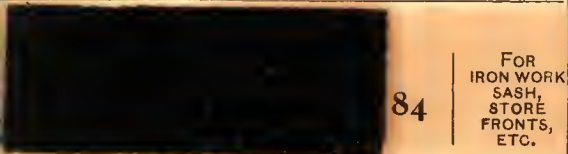
SKY BLUE.



45

FOR
SUNDRY
USES.

DARK BLUE.



84

FOR
IRON WORK
SASH,
STORE
FRONTS,
ETC.

DARK BRONZE GREEN

48 C. C.



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